

# Mark Scheme (Results)

June 2012

GCSE Leisure and Tourism (5LT01)

Unit 1: The Leisure and Tourism  
Industry

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Question Number	Answer	Mark
1(a)	B - Odeon Cinema	(1)

Question Number	Answer	Mark
1(b)	<p>Any of the following may be credited, one mark for example in each component from BIC:</p> <p><b>Sport and Physical Recreation</b> – wrestling, ballroom dancing  <b>Arts and Entertainment</b> – shows, ballet, opera, ballroom dancing, theatre  <b>Accommodation and Catering</b> – parties and/or dinners  <b>Travel Agents/Tour operators</b> – travel exhibitions</p>	(4)

Question Number	Answer	Mark
1(c)	<p>Up to three marks for a description the duties of air cabin crew on a flight Marks may be awarded for three separate duties, or one or two duties with additional detail (3 x1 or 1 x 3 or 1 + 1x2) Maximum one marks for a basic list.</p> <p>General 'Customer service/comfort/safety' duties can be credited with a maximum of one mark – eg 'looking after customers' (1)</p> <ul style="list-style-type: none"> <li>• Serving food/meals/drinks (max 1)</li> <li>• Welcoming passengers on board (1)</li> <li>• Selling gifts and duty free products (1)</li> <li>• Check seatbelts are fastened(1)</li> <li>• Making information announcements (1)</li> <li>• Dealing with customer illnesses(1) and administering first aid if needed (1)</li> <li>• Doing a safety demonstration (1) to show passengers how to use the oxygen masks (1) and how to get out of the plane if there is a crash or incident (1)</li> </ul> <p>Answers must be appropriate to airline for maximum marks.</p>	(3)

Question Number	Answer	Mark
<b>1(d)</b>	<p>Up to three marks available. Response which is descriptive, or simply repeats information from the article with no explanation, maximum 2 marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> <li>▪ The holiday is in August so it is in the school holidays (1)</li> <li>▪ Learn new skills (1)</li> <li>▪ In the UK so no need to pay for flights (1)</li> <li>▪ It is not too expensive for all that is included, so the price might attract them (1)</li> <li>▪ The activities described are different (1) and interested in special interests like sculpture would like to go on it (1)</li> <li>▪ There is a wide range of activities on offer(1), which will cater for different types of special interests, these range from sculpture to pottery and art (1), so different interests of different family members will be catered for (1).</li> <li>▪ The special interests described are things a family could do together(1), or that children could do with other children(1). This will enable all their needs to be catered for(1). The adults can also have time on their own, knowing that their children are busy(1).</li> </ul> <p>Award marks for other appropriate responses, up to a maximum of three marks</p>	<b>(3)</b>

**Total for Question 1 – 11 marks**

Question Number	Answer	Mark
<b>2(a)</b>	D – designing newspaper adverts	<b>(1)</b>

Question Number	Answer	Mark
<b>2(b)</b>	<p>Up to 4 marks available for a description of how a visitor attraction can use <b>new</b> technology to make customers aware of products/services.</p> <p>Answers which simply <b>list</b> rather than describe Max 2 marks only.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> <li>• Website/internet site/pop-ups (1)</li> <li>• Advertising on electronic billboards (1)</li> <li>• Twitter/ Facebook / blogs (1) potential customers can use these to read reviews and opinions of past customers (1)</li> <li>• Mobile phone apps (1) which may contain not only their details, but also a map and directions (1)</li> <li>• Email to send out mail-shots (1) about new or improved products (1) such as Alton Towers opening a new ride (1)</li> </ul> <p>Award marks for other appropriate responses, up to a maximum of four marks.</p> <p>Answers must relate to making customers aware of products and services. Responses must relate to new technology (i.e. not simply TV, posters, leaflets, newspaper adverts etc)</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>2(c)</b> AO1	<p><b>Product</b></p> <p>Taster session (1) white-water rafting (1) safety equipment (1) or any individually named piece of safety equipment from the case study (1) photographs (1)</p> <p><b>Place</b></p> <p>North Wales (1) river Tryweryn (1) Snowdonia National Park (1) midweek and weekends (1) email address (1) National Whitewater Rafting Centre (1)</p> <p><b>Price</b></p> <p>£32 per person (1) photograph £5 per person (1)</p>	<b>(3)</b>

Question Number		Indicative Content
* 2(d)		<p>Evaluation may include the following points. Higher level response <b>must</b> link safety measures to risks/dangers of activity.</p> <p><b>Positive</b></p> <ul style="list-style-type: none"> <li>• Largest and most well-respected organisation, since 1986</li> <li>• Guide on the raft</li> <li>• Helmets, wetsuits, buoyancy aids, boots etc</li> <li>• Full safety and instruction briefing</li> <li>• Age limit – safety consideration</li> </ul> <p><b>Negative</b></p> <ul style="list-style-type: none"> <li>• Steep and rocky course</li> <li>• Technical difficulty of river</li> <li>• What is NOT in the case study – e.g. fitness levels</li> <li>• No gloves – could catch fingers on rocks (from picture)</li> </ul> <p>e.g. the safety measures are very good, they give a full briefing before you get on the raft, so that if there is a problem, like someone falling in, you will know what to do. Also they provide wetsuits and helmets, so if you did hit rocks you would not hurt yourself. However, from the picture, you are not wearing gloves, this is not good, as you could trap your fingers on a rock and really hurt them.</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material
1	<b>1-2</b>	<p>Basic responses that are mainly descriptive, or repetitive of case study. Limited evaluation.</p> <p>Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.</p>
2	<b>3-4</b>	<p>Responses with some evaluation and application. Responses may have clear application and some evaluation or some application and clear evaluation. May consider either positive or negative aspects of safety measures.</p> <p>Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.</p>
3	<b>5-6</b>	<p>Focused responses with sustained evaluation and application considering a range of positive and/or negative safety measures.</p> <p>Opinions given will be substantiated. Evidence of reasoning.</p>

		Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.
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**Total for Question 2 – 14 marks**

Question Number	Answer	Mark
<b>3(a)</b>	A – School trip to Stratford on Avon	<b>(1)</b>

Question Number	Answer	Mark
<b>3(b)</b>	<p>Up to two marks available for a description of a sightseeing holiday with an appropriate example. Examples may be in the UK or overseas. Examples may be natural or built.</p> <p>Marks may not be awarded for repeating the question e.g. "it is when you go to see sights" (0).</p> <ul style="list-style-type: none"> <li>▪ Where you see something like Stonehenge (1)</li> <li>▪ Going to see a famous landmark/building (1)</li> <li>▪ A holiday which includes visits to historical places (1) such as the Eiffel Tower in Paris (1)</li> <li>▪ A holiday to destinations where the scenery is beautiful(1), like the Alps or the Lake District (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(c) (i)</b>	One mark for each correct answer 11 hours 20 minutes	<b>(1)</b>

Question Number	Answer	Mark
<b>3(c) (ii)</b>	One mark for correct answer 8 hours 5 minutes	<b>(1)</b>

Question Number		Indicative Content
* 3(d)		<p>Answers may include reference to:</p> <p><b>Business Travellers</b></p> <ul style="list-style-type: none"> <li>• First class single cabins available, with free breakfast. (+)</li> <li>• First class fare (+ or -)</li> <li>• Sleep on the journey – refreshed for work (+)</li> <li>• Departure times mean can spend evening with family (+)</li> <li>• No mention of business facilities e.g. wi-fi / desk etc (-)</li> </ul> <p><b>Leisure Travellers</b></p> <ul style="list-style-type: none"> <li>• Fares expensive (-)</li> <li>• Good Child reductions (+)</li> <li>• Don't waste a day of your holiday (+)</li> <li>• Choice of seats or cabins (+)</li> <li>• No free food in standard class, so would have to budget for it (-)</li> <li>• May not get much sleep on seats (-)</li> <li>• Long journey with children (-)</li> <li>• Twin cabins not suitable for families with young children (-)</li> </ul> <p>Answers which assess and contrast train with other forms of transport to Scotland, e.g. air or driving may also be credited. e.g. location of airport, check in, costs, baggage restrictions etc...</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-2</b>	<p>Basic responses that are mainly descriptive, or repetitive of case study. Possibly limited assessment. May have only considered one or two factors.</p> <p>Information is presented with limited organisation in a generally unstructured way. Basic use of spelling, punctuation and grammar with noticeable errors. Terminology may not be used accurately or appropriately.</p>
2	<b>3-4</b>	<p>Responses with some assessment and application. Responses may have clear application and some assessment or some application and clear assessment. May have only considered one customer type or customers in general.</p> <p>Most information is presented clearly with satisfactory organisation and structure. Spelling, punctuation and grammar used with general accuracy, although spelling errors may still be found. Some terminology is used accurately and appropriately.</p>
3	<b>5-6</b>	Focused responses with sustained assessment and application for both customer types.

		Opinions given will be substantiated. Evidence of reasoning. Information is presented in a well-structured, logical and clear layout. Spelling, punctuation and grammar used with considerable accuracy, spelling errors are unusual. There is good use of accurate and appropriate terminology.
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**Total for Question 3 – 11 marks**

Question Number	Answer	Mark
<b>4(a)</b>	<p>One mark for each example correctly matched to destination type.</p> <p>Purpose Built destination = Butlins, Bognor Regis (1)  Historical and Cultural destination = Chester (1)  Countryside area = Dartmoor (1)</p>	<b>(3)</b>

Question Number	Answer	Mark
<b>4(b)</b> <b>AO1</b>	<p>Up to two marks for appropriate <b>features</b> of a purpose-built destination. Marks may be awarded for a composite answer.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Everything all on one site or in one area (1)</li> <li>• Accommodation, catering, attractions and entertainment all together in one place (2)</li> <li>• A destination which is managed by one organisation (1) and has all the facilities a customer may need such as accommodation, sports and eating places(1)</li> </ul> <p>Award no marks for responses that do not refer to features or simply name examples</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• built to attract tourists (0)</li> <li>• Alton Towers (0)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
<b>4(c)</b> <b>AO1</b>	<p>One mark for each of three negative impacts of tourism on local communities.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>▪ Litter/rubbish/sewage (1)</li> <li>▪ Pollution – air, water, noise (1)</li> <li>▪ traffic congestion/queues/busy roads (1)</li> <li>▪ increased crime/mugging/theft (1)</li> <li>▪ prostitution (1)</li> <li>▪ 'Westernisation' of local culture (1)</li> <li>▪ House price rises if tourists buy second homes there(1)</li> <li>▪ less water/electricity available for locals, hotels would use it all up (1)</li> <li>▪ Vandalism/graffiti (1)</li> <li>▪ Large hotels can ruin the views (1)</li> </ul> <p>Award marks for any other suitable negative impact up to a maximum of three mark</p>	<b>(3)</b>

Question Number	Answer	Mark
<b>4(d)</b>	<p>One mark for each of two named features which characterise an ecotourism holiday.</p> <ul style="list-style-type: none"><li>▪ accommodation built with local and natural materials (1)</li><li>▪ environmentally friendly (1)</li><li>▪ accommodation staff will be local people (1)</li><li>▪ local guide for walks/tours (1)</li><li>▪ linked with conservation of wildlife (1)</li><li>▪ hotels with energy saving devices/water-saving technology (1)</li><li>▪ money invested in the local area, e.g. schools or conservation projects. (1)</li><li>▪ Cost more (0)</li></ul>	<b>(2)</b>

Question Number	Answer	Mark
4(e)	<p>Up to four marks available for an explanation of the benefits of ecotourism holidays. Descriptive responses and/or those which simply repeat features from the case study can be awarded two marks only. Answers which mix people and environment may also be credited.</p> <p><b>Local people</b></p> <ul style="list-style-type: none"> <li>▪ Guides will earn wages (1)</li> <li>▪ The interaction with other cultures could be very educational (1)</li> <li>▪ Jobs created in hotels and as tour guides (1) means that they earn money to support their families and educate their children.(1)</li> <li>▪ The energy saving devices will enable resources like electricity and water which may be in short supply (1) to be available to locals and their families.(1)</li> </ul> <p><b>Local environment</b></p> <ul style="list-style-type: none"> <li>▪ Animals will be protected (1)</li> <li>▪ Plant more trees (1)</li> <li>▪ Species can be protected (1) by the money that ecotourism operators invest in the local area.(1)</li> </ul> <p><b>Both</b></p> <ul style="list-style-type: none"> <li>▪ Use of local materials (1) means not only that the tourism facilities will not be out of keeping with the landscape (1), but will also create jobs for locals in cutting the wood etc and constructing them.(1)</li> </ul>	(4)

**Total for Question - 11 marks**

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